FVB SALES 1988

SYSTEM	UNIT SALES 1988 (000)	UNIT SALES 1987 (000)	% INCREASE OR DECREASE
AIR FORCE COMMISSARIES	101,504	68,928	47.3
ARMY COMMISSARIES	97,092	62,268	55.9
AAFES	5,580	12	100
NAVRESSO	-900	21,756	-100
MARINE EXCHANGES	8,004	7,380	8.5
COAST GUARD EXCHANGES	5,760	5,820	-1.0
MISCELLANEOUS (OTHERS)	7,308	4,548	62.2
	225,248	170,712	31.9

FVB (4 PACKINGS) AUTHORIZED IN AAFES 11-88. B&W GENERICS ONLY AUTHORIZED IN NAVRESSO VIA SOLICITATION SALES GUARANTEE THROUGH FEBRUARY 1989. B&W LOST OVER $300,000 DUE TO MINUS 300,000 UNIT SALES IN 1988 ($2.50 PER CARTON).

2042078168

Source: https://www.industrydocuments.ucsf.edu/docs/rpvn0004

CAMBRIDGE SALES - 1988

SYSTEM	UNIT SALES 1988 (000)	UNIT SALES 1987 (000)	% INCREASE OR DECREASE
AIR FORCE COMMISSARIES	174,396	123,138	41.6
ARMY COMMISSARIES	132,504	118,074	12.2
AAFES	25,968	11,365	100.0
NAVRESSO	37,452	18,552	100.0
MARINE EXCHANGES	9,540	7,074	34.9
COAST GUARD EXCHANGES	8,382	5,724	46.4
MISC. (others)	9,695	7,761	8.0
	397,937	291,688	36.4

2042078169

Source: https://www.industrydocuments.ucsf.edu/docs/rpvn0004

MILITARY SALES USA

TWO YEAR COMPARISON
12MM - NOVEMBER

	1987	87/86 PERCENT CHANGE	1988	88/87 PERCENT CHANGE	88/86 PERCENT CHANGE
INDUSTRY	15,670,644	-6.4%	15,022,778	-4.1%	-10.2%
PM	4,700,441	-1.7%	4,750,511	1.1%	-0.6%
RJR	5,032,242	-7.1%	4,458,718	-11.4%	-17.7%
LIGGETT	2,119,076	-3.7%	1,919,526	-9.4%	-12.8%
BW	1,482,427	-11.3%	1,653,760	11.6%	-1.0%
AMERICAN	1,509,802	-11.7%	1,466,182	-2.9%	-14.3%
LORILLARD	826,616	-13.5%	774,060	-6.4%	-19.0%

DATA THROUGH NOVEMBER 1988

2042078170

Source: https://www.industrydocuments.ucsf.edu/docs/rpvn0004

NAVY SALES 1988

	UNIT SALES 1988 (000)	UNIT SALES 1987 (000)	% INCREASE OR DECREASE
COMMISSARIES (3)	61,416	59,478	3.3
EXCHANGES	624,498	671,557	-7.0
SHIPS AFLOAT (tax paid)	89,783	89,390	.4
SHIPS AFLOAT (tax free)	296,779	330,658	-10.2
NAVY CLUBS	10,398	9,918	4.8
	1,082,874	1,161,001	-6.7

2042078171

Source: https://www.industrydocuments.ucsf.edu/docs/rpvn0004

MILITARY MARKET USA

PHILIP MORRIS SALES - 1988

	UNIT SALES 1988(000)	UNIT SALES 1987(000)	% INCREASE OR DECREASE
AIR FORCE COMMISSARIES	1,633,892	1,562,574	4.6
ARMY COMMISSARIES	1,211,182	1,211,712	-
AAFES	760,419	812,572	-6.4
MARINE EXCHANGES	174,345	174,123	.1
COAST GUARD EXCHANGES	103,986	98,186	5.9
MISCELLANEOUS (Others)*	951,258	1,005,545	-.9
	4,835,082	4,864,712	- .6

*INCLUDES NAVY(SEPARATE CHART), VETS CANTEENS, CLUBS, NATIONAL GUARD, PENITENTIARIES, ETC.

2042078172

Source: https://www.industrydocuments.ucsf.edu/docs/rpvn0004